

P24306.A09

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Javier B. ARELLANO et al. Group Art Unit: 2174  
Appl. No. : 10/736,690 Examiner: B. PARKER  
Filed : December 17, 2003 Confirmation No.: 4131  
For : SYSTEM AND METHODS FOR AN ARCHITECTURAL  
FRAMEWORK FOR DESIGN OF AN ADAPTIVE, PERSONALIZED,  
INTERACTIVE CONTENT DELIVERY SYSTEM

**REPLY UNDER 37 C.F.R. § 1.111**

Commissioner for Patents  
U.S. Patent and Trademark Office  
Customer Window, Mail Stop AMENDMENT  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Sir:

In response to the Official Action of March 2, 2007, in which a three-month shortened statutory period for response was set to expire on June 4, 2007 (June 2, 2007, falling on a Saturday), Applicants respectfully request reconsideration and withdrawal of the outstanding rejections set forth in the above-mentioned Official Action, in view of the following amendments and remarks.

**Amendments to the Claims** begin on page 2 of this Reply.

**Remarks** begin on page 8 of this Reply.